USDA Weekly Retail Turkey Feature Activity

Fri. Sep 07, 2012

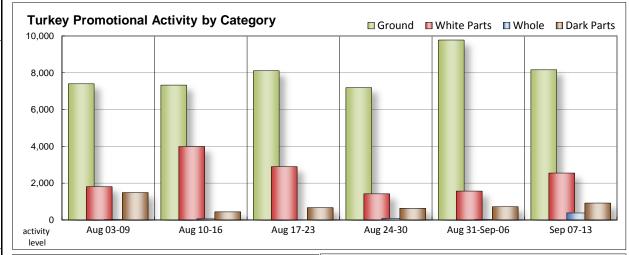
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/07 thru 09/13.

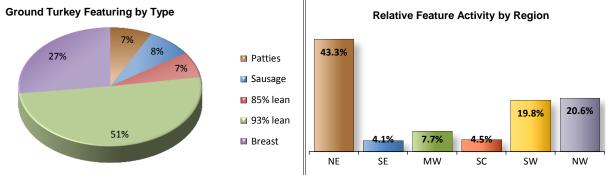
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

(prices in dollars per pound fresh unless otherwise noted;													
NATIONAL SUMMARY													
	THIS	WEEK	LAST	WEEK	LAST YEAR								
Feature Rate 1/	35.1%	of 22,500	36.7%	of 22,500	46.9% of 19,500								
	ou	tlets	ou	tlets	outlets								
Special Rate 4/	0.	8%	2.	.7%	6.2%								
Activity Index 2/	12	,730	13	,550	15,990								
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg							
WHOLE BIRDS:													
Fresh - Hens	280												
- 101115	100	1.49											
Frozen - Hens			10		170	1.39							
" - Toms			10	1.69	170	1.40							
PARTS:													
Breast:													
Bone-in, whole	000	0.00		0.00									
Fresh	200		20										
Frozen	680	1.86	830	2.03	740	1.78							
Split, bone-in													
Fresh	10		10										
Rotisserie	530	7.73	630		260	7.80							
Boneless, whole			10		30	4.99							
Cutlets	630	4.84	50	5.18	1,000	4.72							
Cutlets, thin sliced					190	3.98							
Strips					130	4.54							
Tenders	500	4.03	20	4.55	780	4.55							
Marinated Tenders	390	4.40	840	4.66	1,360	5.16							
Drumsticks	210	1.99	230	1.80	320	1.83							
Thighs	190	1.99	30	2.29	180	1.92							
Wings	220	2.00	120	1.77	350	1.76							
Necks			10	1.59	40	0.97							
Smoked Drumsticks	130	1.96	110	2.10	50	2.10							
Smoked Wings	130	1.96	110	2.10	130	1.97							
Smoked Necks	40	1.89	110	1.92	10	1.99							
GROUND TURKEY:	8,160	3.51	9,780	3.15	9,550	3.26							
Patties	610	3.17	1,780	3.29	700	3.20							
Sausage	650		1,800	3.04	2,600	3.01							
85% lean	580	2.57	2,220	2.49	1,350	2.21							
93% lean	4,120	3.29	3,100	3.04	2,220	2.74							
Breast	2,200	4.38	880	5.22	2,680	4.50							
Rolls (frsh/frz 1 lb.)	80	2.54	140	2.23	250	1.67							
Specialty 5/													
Patties			20	4.14	30	4.32							
93-94% lean	220	4.02	410	4.00	20	3.99							
Breast	30				230	7.49							
Note: rolls & specialty no	ot included	l in ground	turkey tota	al and weig	hted avera	ige.							

This Week's Turkey Feature Highlights

Feature activity declines following the Holiday. Whole turkeys await for their time to appear. Bone-in breasts presence is similar to last week with fresh offers increasing; price levels are higher for fresh and lower for frozen. Features of rotisserie breasts are seen less often at increased prices. Cutlets and tenders gain flier space, while the balance of white part offers decrease. The average prices for all white parts are lower. Dark part offerings increase for fresh wings and thighs, along with smoked drums and wings. You will pay less for fresh thighs, smoked drums, and smoked wings. Ground turkey loses some circular space, but there are still plenty opportunities to grill at tailgating festivities. 93% lean accounts for half of the ground turkey offerings with ground breast following a distant second. Price levels are higher for 93% lean and lower for ground breast. Deli feature activity is more active with chicken thick slicing meats, turkey shaving meats, and self-service deli offers increasing. Pricing is mixed.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/07 thru 09/13.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	NORTH	HEAST U.S.		SOUT	HEAST U.S.		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 21.6% of 4,000 sampled outlets				
	(CT,DE,MA,MD,M	E.NH.NJ.NY.PA.	RI.VT)	(AL.FL.GA.MS	S,NC,SC,TN,VA,W	V)					
Feature Rate 1/		0 sampled outle	. ,	(, , , , , ,	00 sampled outlet						
Special Rate 4/	1.3% of stores w	•			v/ no-price promo		3.3% of stores w/ no-price promotions				
Activity Index ^{2/}		Index = 7,010	7110113		y Index = 910						
Activity index	Price Range	Summai	11	Price Range	Summar	A.I	Activity Index = 1,130 Price Range Summary				
	(\$/pound)		Vtd Avg	(\$/pound)		y Vtd Avg	(\$/pound)		Vtd Avg		
WHOLE BIRDS:											
Fresh - Hens	1.49 - 1.99	280	1.77								
" - Toms	1.49	100	1.49								
Frozen - Hens											
" - Toms											
PARTS:											
Breast:											
Bone-in, whole											
Fresh	2.79 - 3.49	200	3.09								
Frozen	1.78 - 1.97	240	1.80	1.39 - 1.97	200	1.94	1.38 - 1.49	40	1.46		
Split, bone-in											
Fresh											
Rotisserie	5.99 - 8.99	290	7.44	7.99	110	7.99					
Boneless, whole											
Cutlets	3.99 - 5.99	440	4.97								
Cutlets, thin sliced											
Strips											
Tenders											
Marinated Tenders	4.26 - 4.99	330	4.45	4.26	40	4.26					
Drumsticks	2.19	10	2.19	1.20	10	1.20	1.29 - 1.99	10	1.72		
Thighs											
Wings	2.19	20	2.19				1.29 - 1.99	10	1.72		
Necks	2.10	20	2.10				1.20				
Smoked Drumsticks	1.99	110	1.99	1.79	20	1.79					
Smoked Wings	1.99	110	1.99	1.79	20	1.79					
Smoked Necks	1.99	20	1.99	1.79	20	1.79					
GROUND TURKEY:		_		-		-					
Patties	3.00 - 3.49	210	3.11	3.00 - 3.49	50	3.09	3.00 - 3.49	240	3.10		
Sausage	2.79 - 3.99	550	3.51	3.52	30	3.52	2.86 - 3.52	40	3.24		
85% lean	2.30 - 2.92	300	2.48	2.00 - 2.83	110	2.25	2.48 - 3.19	120	3.14		
93% lean	2.68 - 3.84	2,940	3.36	2.79 - 3.49	300	3.08	2.49 - 3.33	370	2.83		
Breast (99-100% lean)	3.99 - 5.38	640	4.70	4.29	10	4.29	3.99 - 4.99	260	4.69		
Rolls (frsh/frz 1 lb.)							2.48 - 3.99	10	3.34		
Specialty 5/											
Patties											
93-94% lean	3.99 - 4.99	190	4.03				3.39 - 4.29	30	3.98		
Breast	5.49 - 6.99	30	6.69								



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

		CENTRAL U.S. ,LA,MO,NM,OK,TX	IIT\		THWEST U.S. CA,HI,NV)	NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)				
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	16.1% of 4,0 0.0% of stores v Activit	000 sampled outlet w/ no-price promo ty Index = 660	ts tions	38.7% of 2,9 0.0% of stores of Activity	000 sampled outlet w/ no-price promo y Index = 2,110	tions	43.4% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 910			
	Price Range (\$/pound)	Summar Stores V	y Vtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens										
" - Toms										
PARTS:										
Breast:										
Bone-in, whole										
Fresh										
Frozen	1.49	10	1.49	1.99	170	1.99	1.69 - 1.97	20	1.85	
Split, bone-in										
Fresh	3.49	10	3.49							
Rotisserie	9.99	10	9.99	7.99	120	7.99				
Boneless, whole										
Cutlets				4.54	190	4.54				
Cutlets, thin sliced										
Strips										
Tenders				4.09	190	4.09	3.99	310	3.99	
Marinated Tenders							3.86 - 3.99	20	3.91	
Drumsticks				1.99	190	1.99				
Thighs				1.99	190	1.99				
Wings				1.99	190	1.99				
Necks										
Smoked Drumsticks										
Smoked Wings										
Smoked Necks										
GROUND TURKEY:										
Patties	2.99 - 3.49	70	3.42	3.50	40	3.50				
Sausage	2.39	10	2.39				4.99	20	4.99	
85% lean	2.49	30	2.49		_		2.39	20	2.39	
93% lean	2.49 - 3.19	340	3.17	2.80 - 3.99	90	3.30	3.19 - 3.99	80	3.84	
Breast (99-100% lean)	3.99	180	3.99	3.99 - 4.79	740	4.28	3.99 - 4.69	370	4.01	
Rolls (frsh/frz 1 lb.)							2.00 - 3.00	70	2.43	
Specialty ^{5/}										
Patties 93-94% lean										
93-94% lean Breast										
Source: HSDA Agricultural I		1		00) 700 6044			a gov/nymarketnews hi		3 of	



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Sep 07, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/07 thru 09/13.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAR	RY				NORTHEAST U.S.		SOUTHEAST U.S.				
	This	Week	Last	Week	Last	Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)			
	73.3% o	f 22,500	68.3% o	f 22,500	71.1% o	f 19,500								
Feature Rate 1/	sto	res	sto	res	sto	res		90.0% of 4,400 sampled outlets			63.2% of 6,000 sampled outlets			
A skinder Indon O/	40	0.40	44	240	20	222		Activity Index = 13,930			Activity In	Activity Index = 8,960		
Activity Index 2/	48,	840	41,	340	32,	220		Price Range Summary		Price Range	e Summary			
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg		(\$/pound)	Stores Wtd Avg		(\$/pound)	Stores \	Ntd Avg	
SERVICE DELI - Turkey														
Category 1														
Processor Brand	3,900	8.10	4,760	7.93	3,780	8.04		5.99 - 9.99	2,370	8.07	6.99 - 8.99	440	8.64	
Private Brand	2,110	7.26	3,290	7.26	2,140	7.35		6.49 - 7.99	1,680	7.19	6.99 - 7.99	170	7.37	
Category 2														
Processor Brand	4,510	5.92	5,280	5.96	4,050	5.93		4.98 - 7.99	1,320	6.16	4.99 - 6.99	800	6.70	
Private Brand	2,190	6.41	1,950	6.05	2,330	5.50		4.49 - 6.88	490	5.43	5.99 - 6.99	480	6.89	
Category 3	070	0.70	000	0.70	4 000	4.00		0.00	200	4.00	0.00		0.50	
Processor Brand	970	3.72	880	3.78	1,390	4.22		2.88 - 4.99	230	4.20	2.99 - 3.99	80	3.59	
Private Brand	1,620	5.69	190	5.34	90	4.84		3.99 - 5.99	270	4.63	5.99	40	5.99	
Turkey Ham Processor Brand	480	3.61	140	3.87	190	3.48		3.29 - 4.99	230	3.82	2.49 - 4.99	40	3.68	
Private Brand	400	3.01	140	3.01	190	3.40		3.29 - 4.99	230	3.02	2.49 - 4.99	40	3.00	
Turkey Pastrami														
Processor Brand	280	4.46	60	4.57	170	4.06		3.79 - 6.99	200	4.77	2.88 - 4.99	60	3.58	
	120		60	4.57	170	4.06		3.79 - 0.99	200	4.77	2.88 - 4.99	60	3.56	
Private Brand	120	5.29												
SERVICE DELI - Chicken														
Category 1	0.500	7.04	0.040	7.04	4 400	0.00		5.00	4 000	7.55	0.00	500	7.00	
Processor Brand	3,560	7.31	2,340	7.31	4,190	6.99		5.99 - 8.99	1,060	7.55	6.99 - 8.99	590	7.63	
Private Brand	3,640	7.15	2,020	6.62	610	6.49		6.99 - 7.99	2,610	7.20	6.99	70	6.99	
Category 2 Processor Brand	350	4.99	120	5.35	290	6.12		5.99	10	5.99				
	350	4.99	_		290	0.12		5.99	10	5.99				
Private Brand SELF-SERVICE DELI			340	5.88			H							
(dollars per tub or pouch)														
Turkey 7-10 oz														
Processor Brand	10.540	3.00	9,570	3.01	6,800	3.06		2.50 - 3.99	1,620	3.24	1.79 - 3.99	1,940	3.03	
Private Brand	2,190	3.13	520	3.07	730	2.73		2.99 - 3.49	60	3.27	2.50 - 3.33	1,170	3.27	
Turkey 16 oz	2,100	5.15	520	5.07	7 30	2.75		2.00 - 0.70	30	0.21	2.00 - 0.00	1,170	5.21	
Processor Brand	350	5.12	130	5.46	870	5.48		4.49 - 5.99	130	5.19	5.99	20	5.99	
Private Brand	000	0.12		5.10	0.0	0.10		0.00		5.10	0.00		0.00	
Chicken 7-10 oz							H							
Processor Brand	9,940	3.03	9,230	3.01	3,860	3.09		2.50 - 3.99	1,590	3.25	2.25 - 3.99	1,890	3.05	
Private Brand	2,090	3.12	520	3.07	730	2.73		2.99 - 3.49	60	3.27	2.50 - 3.33	1,170	3.27	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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	MIDW	EST U.S.	SOUTH C	ENTRAL U.S.	SOUTHW	/EST U.S.	NORTHWEST U.S.			
	(IA,IL,IN,KY,MI,MI	N,ND,NE,OH,SD,WI)	(AR,AZ,CO,KS,L	A,MO,NM,OK,TX,UT)	(CA,F	H,NV)	(AK,ID,MT,OR,WA,WY)			
Feature Rate 1/	70.00/ -f 4.000	a consula di costleta	72.00/ -f 4.00/	Described suddets	74 50/ -5 2 200	annulad sutlata				
-		sampled outlets	· ·) sampled outlets	•	sampled outlets	67.5% of 1,200 sampled outlets			
Activity Index 2/	Activity Index = 11,120 Price Range Summary (\$/pound) Stores Wtd Avg		Price Range	ndex = 7,450 Summary	Price Range	dex = 5,070 Summary	Activity Index = 2,310 Price Range Summary			
			(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg		
SERVICE DELI - Turkey	(4/2001.0)	Stores Triaring	(φ,ροαα)	Giordo III.a./ii.g	(φ/ροαα)	Cicros maring	(φ/ροαα)	Clored Triaring		
Category 1										
Processor Brand	5.98 - 10.49	440 7.68	6.49 - 7.99	350 7.42	8.99 - 9.99	260 9.02	7.99 - 9.99	40 8.63		
Private Brand	6.99 - 9.99	240 7.57	7.99	20 7.99						
Category 2										
Processor Brand	4.47 - 6.99	1,410 5.55	4.99 - 6.98	680 5.37	5.99	230 5.99	4.98 - 5.99	70 5.39		
Private Brand	5.49 - 6.99	370 6.33	5.99 - 6.99	410 6.45	6.99	240 6.99	6.99	200 6.99		
Category 3										
Processor Brand	2.99 - 3.99	470 3.75	2.99 - 3.99	150 3.16	2.99	30 2.99	3.49	10 3.49		
Private Brand	5.99	80 5.99	4.99 - 5.99	360 5.67	5.99	550 5.99	5.99	320 5.99		
Turkey Ham	0.00 5.40	00 400	0.40	00 054	4.00 4.00	100 0.70	4.00	40 400		
Processor Brand	3.98 - 5.49	20 4.93	2.19 - 2.99	30 2.51	1.99 - 4.99	120 2.79	4.99	40 4.99		
Private Brand										
Turkey Pastrami	2.00	00 00								
Processor Brand	3.98	20 3.98		400 5.00						
Private Brand				120 5.29						
SERVICE DELI - Chicken										
Category 1	F.CO. 7.00	4.000 7.40	5.00 0.40	000 005			0.00	40 000		
Processor Brand Private Brand	5.69 - 7.99 6.49 - 7.99	1,020 7.19 440 7.02	5.99 - 9.49 6.99 - 7.99	880 6.95 80 7.28	6.99	240 6.99	6.99 6.99	10 6.99 200 6.99		
Category 2	6.49 - 7.99	440 7.02	6.99 - 7.99	80 7.28	6.99	240 6.99	0.99	200 6.99		
Processor Brand	4.98 - 4.99	330 4.99	3.99	10 3.99						
Private Brand	4.30 - 4.33	330 4.33	0.55	10 3.33						
SELF-SERVICE DELI										
(dollars per tub or pouch)										
Turkey 7-10 oz										
Processor Brand	1.99 - 3.99	2,870 2.77	1.99 - 2.50	2,140 2.93	2.79 - 3.50	1,460 3.19	2.50 - 3.99	510 3.28		
Private Brand	2.50 - 3.00	350 2.82	2.77 - 3.33	170 3.15	3.00	240 3.00	3.00	200 3.00		
Turkey 16 oz										
Processor Brand	4.99	200 4.99								
Private Brand										
Chicken 7-10 oz										
Processor Brand	1.99 - 3.99	2,510 2.79	1.99 - 2.50	1,980 2.94	2.79 - 3.50	1,460 3.19	2.50 - 3.99	510 3.28		
Private Brand	2.50 - 3.00	350 2.82	2.77 - 3.00	70 2.90	3.00	240 3.00	3.00	200 3.00		

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)